



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

For Release AUGUST 16, 1957

INTERIOR DEPARTMENT AIDS FISH SALE CAMPAIGN

The joint annual industry-government sales promotion program designed to move the summer's heavy production of fresh and frozen fishery products into normal trade channels will again have the full support of the Bureau of Commercial Fisheries of the United States Fish and Wildlife Service, Assistant Secretary of the Interior Ross Leffler announced today.

This nationwide program, publicized as "National Fish Parade," which is now getting under way, will be aimed at both institutional and home consumer markets and will have its climax during the 10-day period of September 18 - 24.

Assistant Secretary Leffler said that the Bureau of Commercial Fisheries will aid the industry's promotional efforts through special work with schools, institutions, and food trade groups. Informational and educational activities will be increased in order to attract greater consumer response.

Industry leaders are confident that housewives of the country will respond to this merchandising activity since fish and shellfish fit into fall menus so well. National advertising by the fishing industry will add tremendously to the sales effort by pinpointing special values of interest to homemakers.

The Department of Agriculture will also participate in the joint campaign by lending the facilities of the Federal Extension Service and the Food Distribution and Information Divisions of the Agricultural Marketing Service. Fresh and frozen fishery products will be included on the list of plentiful foods during September.

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